

Agenda

Value-Added Beef Farming: An Opportunity for Southwest Virginia's Farming Families A Ninth District Agriculture Conference

Hemlock Haven Conference Center
Hungry Mother Park, Marion, Virginia
July 24, 2006

Hosted by Congressman Rick Boucher
In cooperation with
The Virginia Cattlemen's Association
The Virginia Farm Bureau
U.S.D.A. Farm Service Agency
The Virginia Cooperative Extension Service
Appalachian Sustainable Development

- 9:00 AM Welcome and Remarks

Congressman Rick Boucher
- 9:15 AM The Potential Market for Locally Grown, Value-Added Beef

Steve Smith, President and CEO, Food City
Abingdon, Virginia
- 9:30 AM Making the Most of the Food City Opportunity: Organizational Challenges

David Redwine, Chairman
Scott County Hair Sheep Association
Gate City, Virginia
- 9:50 AM The Blue Ridge Beef Products Model - A Natural Approach
Genetics and Forage
Risk vs. Reward
Assessing and Meeting the Potential for Profitability
Addressing the Marketing Challenge

Michael Goldwasser, Blue Ridge Premium Beef
Hillsville, Virginia

Questions and Answers
- 10:25 AM The River Ridge Land and Cattle Company Model - Grass Finished Beef

Genetics and Forage
Formulating Profit and Loss
Challenges

Tim Caudill, Farm Manager, River Ridge Land and Cattle
Independence, Virginia

Questions and Answers

11:00 AM The Role of Forage in the Composition of Forage Finished Beef
The Feasibility of Producing and Marketing Forage Finished Beef

Susan K. Duckett, Ph.D., PAS
Ernest J. Corley Jr. Trustees Endowed Chair
Clemson University
Clemson, South Carolina

Questions and Answers

11:40 AM Programs to Assist Producers with Operating Costs

Pete Adamson, Chief of Loan Programs
USDA Farm Service Agency
Richmond, Virginia

Bill Franklin, Chairman
Board of Directors
Farm Credit of the Virginias
Gate City, Virginia

12:20 PM Adjourn